

(6)

K MART VALUE FACTORS

The J. C. Kresge management-- not by accident, but by design-- has endowed its K mart stores with a combination of value factors and customer advantages not duplicated by any of its competitors.

These value factors and customer advantages, which are based on market studies initiated by Mr. Cunningham and Mr. Yohe, carry sizeable price tags. Millions of dollars are invested in merchandise quality standards to produce goods that K mart customers can trust. Millions more are expended in fulfilling the K mart guarantees of satisfaction. Still additional millions of dollars are committed by the Kresge Company to assure bona fide discount prices in every department, truthful advertising backed by full stocks of advertised items, and counters of perfect merchandise free from seconds, irregulars and substandards.